

Abstract

The thesis *External dimension of CSR social pillar in Škoda Auto: company's activities and local community* deals with the company's activities, which have an impact on the community of Mladá Boleslav. Particular focus is given to external dimension of social pillar of CSR. However the other activities, which are not declared as part of CSR, but have some impact on the local community, are also described in the thesis. One of the main goals of the thesis is to find out how the local NGOs perceive these activities and if they are trying to actively influence the CSR strategy of the company. The research is based on contemporary theories in CSR, moreover the concept of cross-sectoral partnership is used. The output of the thesis is the evaluation of external dimension of CSR social pillar in Škoda Auto and proposal of new strategy, based on the collaboration with the local stakeholders using the topics suitable to cross-sectoral partnership.